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CLAIMS

1. A device for printing one or several objects moving in a feed direction, especially labels, packaging, packaging sections, a band strip (1) or labels (2) stuck on a support band strip, comprising a print head (4) and means for supplying the object to be printed to the print head characterised in that the print head (4) is provided with a drive (9, 11-16) by means of which the print head (4) can be moved in the feed direction of the object to be printed and counter to the feed direction of the object.
2. The device according to claim 1, characterised in that the print head (4) is provided with a device (26, 27) by means of which the print head (4) can be moved onto the object to be printed and away from the object.
3. The device according to claim 1 or 2, characterised in that the drive by means of which the print head can be moved in the feed direction and counter to the feed direction of the object to be printed, has a control system (17) assigned to it which controls this drive such that during motion in

the feed direction of the object the print head (4) has the same speed as the object being moved or a lower speed than the object being moved.

4. The device according to claim 3,
characterised in that means (18, 19) for recording the supply speed of the object being moved are provided, which means transmit measuring signals proportional to the supply speed to the control system (17) and that the control system (17) controls the movement of the print head (4) depending on the recorded supply speed.
5. The device according to any one of claims 1 to 4,
characterised in that during movement in the feed direction of the object being moved the print head (4) rests on the object or on a label (2) to be printed, which is stuck on the object whereas during movement counter to the feed direction of the object the print head (4) is moved at a distance from the object or labels (2) stuck thereto.
6. The device according to any one of claims 1 to 5,
characterised in that the drive by means of which the print head (4) can be moved in the feed direction and counter to the feed direction of the object to be printed, has a slider-crank mechanism or a piezo-actuator (33).

7. The device according to any one of claims 1 to 6, characterised in that the stroke length with which the print head (4) can be moved in the feed direction and counter to the feed direction of the object to be printed is adjustable.
8. The device according to any one of claims 1 to 7, characterised in that the print head is attached to a support (9) mounted in a sliding guide (10) which support carries a further drive by means of which the print head (4) can be moved onto the object to be printed and away from the object.
9. The device according to any one of claims 2 to 8, characterised in that the device by means of which the print head (4) can be moved onto the object to be printed and away from the object has a cam disk or a circular disk (27) with eccentrically arranged axis of rotation by means of which the print head (4) can be brought in contact with the object to be printed against the action of a spring element (32).
10. The device according to any one of claims 1 to 9, characterised in that the device by means of which the print head (4) can be moved onto the object to be printed and away from the object has at least one piezo-actuator (33).

11. The device according to any one of claims 1 to 10, characterised in that opposite to the print head (4) there is arranged a plate-shaped counter-bearing (5) over which the back side of the object to be printed slides during its feed.

12. The device according to any one of claims 1 to 11, characterised in that the print head (4) is a thermal print head.